

V. Conclusion

The art and science of urban planning is aimed at making environments, physical and social, better for their inhabitants both now in the future. The plan document provides the necessary guidance on how these environments will change over time. It is through the citizen participation process that planners can hear people's visions and learn about the issues that can then be addressed in the plan. Good planning practice is people-friendly, taking into consideration the needs and visions of all citizens.

The *Sunset Avenue Corridor Plan* has been prepared to provide guidance on the future of the arterial and adjacent properties through 2020. It contains information on existing conditions related to zoning and land use, transportation, and community design as well as recommendations for how each of these elements should be addressed for the coming years. This Plan is designed to be a working document used by citizens, property owners, planning staff, decision makers, and other interested individuals. In preparing the Plan, effort was made to gain an understanding of how the segment of Sunset Avenue between Winstead and Forest Hill Avenues came to its current state. Through interviews with key people and review of *Together Tomorrow: Tier 1 Smart Growth Comprehensive Plan*, the *1973 Sunset-West Thomas Street Rezoning Plan* as well as research of rezoning cases, the history of zoning and land use was recreated. In producing the guiding principles, in determining the established uses and potential sites, and in developing the various recommendations, vision and input was sought from the public at scheduled community meetings and through ongoing communication.

After careful analysis of the facts and thorough consideration of all the information received, many of the recommendations and concepts of *The Comprehensive Plan*, the *1973 Plan*, which has generally been the guiding document for the evolution of the study area for 31 years, are being reconfirmed and more finely honed. Generally, if the recommendations in the 2004 Plan are followed:

- There would be no further commercialization of this segment of Sunset Avenue
- The two major nodes would be contained to stated limits
- The Office and Institutional zone would continue to be used along the south side to buffer the Englewood community

Vision

"In the year 2025, Rocky Mount will be a beautiful place to live, work, and play — a City of new excitement and vitality with a high quality of life for all" (Chapter 1, p. 2).

Together Tomorrow— The Smart Growth Comprehensive Plan

- The safety and efficiency of the transportation corridor will be maintained and alternative travel modes will be enhanced
- The appearance of properties fronting Sunset would improve over time

In conclusion, after 31 years it was time to assess the future of this important corridor and the zoning and land uses that align it. This Plan confirms Sunset Avenue's role as a leading office and commercial corridor, confirms its importance as a primary gateway into the City, and reinforces its purpose to positively serve the adjacent neighborhood. The overriding goal of this Plan is to make the environment along Sunset Avenue, which will continue to evolve, even better for all concerned in the years to come. The careful logical consideration of the Sunset Avenue Corridor Plan is important, but implementation must be carried to fruition for the Plan to have impact. By implementing the recommendations contained in this Plan, Sunset Avenue will continue to have the competitive edge needed to keep it in its place of prominence – for travel, for retail, for services, and for living.

VI. Appendix

